



## Gaetano Scaduto

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**LinkedIn**: <https://www.linkedin.com/in/gaetano-scaduto-92b6981ba/>

**GitHub**: <https://github.com/gaetanoscaduto>

**Date of birth**: 25/02/1999 **Nationality**: Italian

### EDUCATION AND TRAINING

[ 01/10/2022 – Current ]

#### PhD Student - Analyses of Social and Economic Processes

**University of Milan-Bicocca, Department of Sociology and Social Research** <http://www.asep.unimib.it/>

**Field(s) of study**: Sociology ; Political Science | **Final grade**: TBD | **Thesis**: Politicural Linking: Inferences between Political and Apolitical cues and their Consequences on Political Polarization in Italy

- Quantitative data analysis
- Survey design (managed and conducted two nationally-representative data collections, one of which was extended to three other european countries)
- Survey experiments (conjoint experiments, vignette experiments)
- Econometrics
- Political Communication
- Political Stereotypes
- Literature reviews

[ 01/02/2024 – 31/01/2025 ]

#### Visiting PhD Student

**University of Antwerp, Department of Political Science** <https://www.uantwerpen.be/en/research-groups/m2p/>

**City**: Antwerp | **Country**: Belgium | **Field(s) of study**: Political Science | **Final grade**: Not applicable | **Thesis**: Not applicable

- Actively involved in the activities a 6-university research consortium NotLikeUs (<https://notlikeus.be/>)
- Actively involved in the activity of a 42-people research working group with individuals coming from 6 different nationalities
- Collaborating to the production of scientific output in a multidisciplinary and multilingual environment

[ 31/08/2020 – 08/07/2022 ]

#### Master's Degree in Public and Political Communications

**Università degli Studi di Torino** <https://www.unito.it/ugov/degree/39758>

**City**: Turin | **Country**: Italy | **Field(s) of study**: Communications ; Political Sciences | **Final grade**: 110/110 with honors, special mention and rights of publication | **Thesis**: A country of upbeat songs while there's death outside? Research into the Communications of Italian Politicians on Instagram during the Covid-19 Pandemic.

- Public communication
- Political communication
- ICT and media systems
- Political marketing
- Communications management and crisis communication
- Media analysis

- Survey research design
- Data analysis with R for Social Sciences.

[ 30/09/2017 – 16/07/2020 ]

## Bachelor's Degree in Mathematics for Engineering

**Politecnico di Torino** <https://www.polito.it/en/education/bachelor-s-degree-programmes/mathematics-for-engineering>

**Address:** 10141, Torino, Italy | **Field(s) of study:** Mathematics, Statistics and Natural Sciences | **Final grade:** 110/110 | **Thesis:** Social Choice Theory

- C programming language (advanced)
- C++, Matlab, Python, SQL (intermediate)
- Deep knowledge in the field of mathematical analysis, physics, statistics, and coding (C and Python in particular).
  - Subjects: Calculus I,II, and III, Physics I and II, Chemistry, Informatics (C), Probability, Statistics, Database (SQL and relational algebra), Scientific Calculations (C++ and Python), Geometry, Topology, Linear and Abstract Algebra, Differential Equations, Partial Derivative Equations, Functional Analysis, Discrete Mathematics, Numerical Methods (Matlab).

From September 2017 to March 2020 I have taken part to the Politecnico's program for young talents.

[ 29/09/2012 – 29/07/2017 ]

## Classic High School Degree

**Liceo Classico "Empedocle" Agrigento**

**City:** Agrigento | **Country:** Italy | **Field(s) of study:** Humanities | **Final grade:** 100 cum laude | **Thesis:** Not to Money, Not to Love, Nor to the Sky: cultural, historical, and philosophical roots of Fabrizio De André's music

- Class representative (three years) and vice president of the school's assembly (one year).

## LANGUAGE SKILLS

**Mother tongue(s):** Italian

**Other language(s):**

**English**

**LISTENING** C2 **READING** C2 **WRITING** C2

**SPOKEN PRODUCTION** C2 **SPOKEN INTERACTION** C2

**Dutch**

**LISTENING** B1 **READING** B1 **WRITING** B1

**SPOKEN PRODUCTION** B1 **SPOKEN INTERACTION** B1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## WORK EXPERIENCE

[ 01/08/2023 – 30/11/2023 ]

### Research Collaborator

**University of Milan-Bicocca, Italy**

**City:** Milano | **Country:** Italy

- Analysis survey data for research purposes for the project "VDATA - The Value of Digital Data" <https://vdataresearch.com/>
  - Use of factor analysis and structural equation modeling (lavaan, R)
- Main responsible for the data deposit and anonimization
- Collaborated in writing co-authored peer review publication

[ 01/10/2023 – Current ]

### University teaching assistant

## **University of Milan-Bicocca**

**City:** Milano | **Country:** Italy

- Taught classes in the course of Mathematics for undergraduates in the department of Sociology and Social Research
- Taught classes in the course of Public Policies for undergraduates in the department of Sociology and Social Research
- Corrected Exams in the course of Public Policies for undergraduates in the department of Sociology and Social Research
- Co-Supervised undergraduates thesis in the department of Sociology and Social Research

[ 01/07/2023 – 31/07/2023 ]

### **Conference assistant**

**European Survey Research Association** <https://www.europeansurveyresearch.org/>

**City:** Milano | **Country:** Italy

- Provided IT assistance to the participants of the European Survey Research Association Conference held in the University of Milan-Bicocca in July 2023

[ 28/08/2022 – 30/09/2022 ]

### **Junior Research Specialist and Deputy Campaign Coordinator**

**Social Changes, Inc.** <https://www.social-changes.com/>

**City:** Rome | **Country:** Italy

- Coordinated and conducted media analysis and research (working with WebPredict to create a dashboard monitoring the main Italian news outlets).
- Coordinated and conducted opposition research.
- Production of newsletters and press reviews.
- Campaign coordination.
- Data-informed decision-making on targets and advertisement

[ 28/02/2022 – 04/2022 ]

### **Research Assistant**

**Collegio Carlo Alberto/University of Turin** <https://www.carloalberto.org/>

**City:** Torino | **Country:** Italy

- Digitalization of surveys aimed at students and professors for the University of Turin (Limesurvey, R)
- Data analysis of survey data and presentation of the results (R).
- Data management and data cleaning for the research (R, Excel).
- Information gathering about media outlets of more than 35 countries.

[ 01/06/2022 – 15/06/2022 ]

### **Campaign Fellow**

**Social Changes, Inc.** <https://www.social-changes.com/>

**Country:** Italy

- Contributing to social media and advertising strategy for 3 electoral campaigns for major cities councils.

[ 31/08/2021 – Current ]

### **Tutor**

**Renato Einaudi University College** <https://www.collegioeinaudi.it/>

**City:** Torino

- Managing relationships between a university residence hosting 200+ students' administration and the students living in it.
- Conflict management.
- Support upon first arrivals.
- Managing students' learning plans.

[ 31/08/2021 – 20/12/2021 ]

### **Receptionist**

**City:** Torino

- Supervisor of activities regarding life inside the residence buildings.
- Front office.
- Managing relationships with the residence's administration and cleaning, maintenance and organizing staffs.

## PUBLICATIONS

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[ 2025 ] **(Forthcoming) Politicultural Linking: Inferences between Political and Apolitical Traits**

**Reference:** Scaduto (2024). Politicultural Linking: Inferences between Political and Apolitical Traits. Public Opinion Quarterly. Forthcoming

Evidence concerning inferences between political and apolitical traits has grown exponentially in recent years. This thriving literature – dealing with research on political stereotypes and projection around sociodemographic, psychological, and lifestyle traits –, is disconnected and needs to be placed under a unifying framework. To achieve this, we introduce “Politicultural Linking”, a concept subsuming political inferences from apolitical cues and apolitical inferences from political cues. Through an extensive literature review of the works produced since 2009, we discuss and classify research on this topic, identifying common features, strengths, and weaknesses, and depicting a comprehensive conceptual framework. Moreover, we identify relevant gaps in the literature: the under-exploration of inferences involving lifestyle preferences, the overrepresentation of US-based studies, the overlooked role of projection, and the lack of non-survey-based research. Consequently, we aim to set the agenda for future studies on this topic.

[ 2024 ] **The Pundit Paradox. Exploring the Mismatch between Supply and Demand in Italian Political Talk Show Guests**

**Reference:** Scaduto, G., & Negri, F. (2024). The Pundit Paradox. Exploring the Mismatch between Supply and Demand in Italian Political Talk Show Guests. *Comunicazione politica*, 25(3), 309-334.

Write here the description...Infotainment programs and political talk shows occupy a relevant portion of Italian television programming, playing a role in shaping and legitimizing political behaviors and social practices. This study evaluates whether the characteristics of pundits on Italian political talk shows align with public preferences, revealing systemic biases in societal representation. Analysis of guests from twelve talk shows aired between September 2023 and March 2024 displays a predominance of middle-aged male journalists and politicians, with notable underrepresentation of women, young people, and academic experts. Conversely, a conjoint survey experiment on a representative sample of Italians indicates a strong preference for younger and female pundits, especially those with economics or law backgrounds. Thus, the study underscores a substantial mismatch between the traits of pundits that audiences trust and those commonly featured on shows, indicating a significant gap in meeting viewer expectations in political discourse.

[ 2024 ] **Food for (political) thought: political inferences from apolitical cues and their social consequences in Italy**

**Reference:** Scaduto, G., & Negri, F. (2024). Food for (political) thought: political inferences from apolitical cues and their social consequences in Italy. *South European Society and Politics*, 29(1), 79-108.

US-based research showed that individuals rely on apolitical cues, like cars or clothes, to form expectations about others' political preferences. This article uses the concept of 'politicultural linking' — producing inferences about others from the perceived alignment between apolitical and political preferences — observing this behavior in Italy, a multi-

party European context, through a survey vignette experiment on food preferences. We find that respondents associate vegan/ethnic foods with the political left and carnivore foods with the right. Moreover, ideological self-placement, news media exposure, and cultural consumption are associated with respondents' willingness to do political-cultural linking. Finally, we observe that this behavior affects the propensity to interact and converse with others, with implications for social distance and political polarization dynamics.

[ 2024 ] [Le «politologhe» e i «politologi» tra scienza e dibattito pubblico](#)

**Reference:** Negri, F., Scaduto, G. Le «politologhe» e i «politologi» tra scienza e dibattito pubblico. In Verzichelli, L. La Scienza Politica Italiana, 50 anni dopo. Il Mulino.

Book chapter concerning the role of political scientists as political pundits in Italy.

**Link:** <https://www.mulino.it/isbn/9788815390264>

[ 2024 ] [Crowds and Smiles: Visual Opportunity Structures and the Communication of European Political Leaders During the COVID-19 Pandemic](#)

**Reference:** Mancosu, M., & Scaduto, G. (2024). Crowds and Smiles: Visual Opportunity Structures and the Communication of European Political Leaders During the COVID-19 Pandemic. *Mass Communication and Society*, 1-26.

The growing interest in political leaders' visual communication often emphasizes specific visual features without focusing on the driving factors behind these strategies. Our study introduces the Visual Opportunity Structure (VOS) theory, aiming to explain the use of specific visual elements based on their suitability within the socio-political context. We examined the COVID-19 pandemic, analyzing a large dataset ( $N=73,379$ ) of Instagram posts by 28 European national party leaders coded through automatic facial and emotional recognition algorithms. The findings reveal a negative link between the use of inappropriate visual features during pandemic waves, like depicting happiness and groups of people, and the severity of the pandemic's impact. Political leaders significantly reduce these inappropriate visuals during severe waves, reintroducing them in calmer periods. This trend is particularly pronounced among government party leaders. Our research not only unveils a pattern in the visual communication tactics used by political figures during the pandemic but also provides deeper insights into how visual strategies align with the broader context. By shedding light on these nuances, the study contributes to a more comprehensive understanding of visual political communication online. Our contribution aims at increasing our theoretical and empirical knowledge of the visual component of contemporary political communication.

[ 2024 ] [A midsummer's night dream: political communication during the Italian 2022 electoral campaign](#)

**Reference:** Bertero, A., & Scaduto, G. (2023). A midsummer's night dream: political communication during the Italian 2022 electoral campaign. *QOE-IJES*, 86(1), 13-28.

By adopting a political communication perspective, this article describes the Italian electoral campaign of 2022. First, we reconstruct the coalition formation phase and discuss the issues at the center of the electoral campaign. Second, we describe the communicative macro-frames at the heart of the political strategies of Italian political actors and how these macro-frames are used to campaign on more specific issues. Third, we delve into the hybrid communication strategies of Italian politicians. To do so, we integrate the analysis of legacy media, showing their enduring centrality, and that of social media. We conclude that the 2022 election was marked by many novelties, such as the unusual national summer campaign, the massive use of Instagram, and the introduction of TikTok in the parties' communication strategies. At the same time, elements of continuity were present, such as leaders' reliance on traditional media and

the high political instability forcing the Italian political system to intense and hurried electoral campaigns.

[ 2022 ] [Lacrime di coccodrillo? Variazioni nel contenuto visuale su Instagram dei politici populistici e mainstream durante la pandemia](#)

**Reference:** Scaduto, G., & Mancosu, M. (2022). Lacrime di coccodrillo? Variazioni nel contenuto visuale su Instagram dei politici populistici e mainstream durante la pandemia. *Comunicazione politica*, 23(2), 255-276.

This contribution aims at investigating the changes in visual communication by Italian political leaders on Instagram during the outbreak of the Covid-19 pandemic. Using a dataset including all the posts published by the main Italian political leaders from September 20<sup>th</sup>, 2019 to September 20<sup>th</sup>, 2020 (n = 6,865) and using face and emotional recognition algorithms, the differences in the visual content proposed by populist and mainstream political actors are analyzed. Results indicate that populist right's leaders (Salvini and Meloni) are more likely to employ a visual communication directly representing the leader and portraying a positive framework (the image of the smiling leader) with respect to mainstream leaders. Furthermore, right-wing populists prove to be more able than their mainstream counterpart to adjust their communication in relation to the pandemic, showing a rapid decrease of images that show them smiling in the toughest phases of the first wave. The contribution also represents an exercise aimed at showing how machine learning algorithms – and specifically computer vision tools – represent a useful device for studying online communication.

[ 2022 ] [Gli algoritmi di computer vision: una guida all'uso per le scienze politiche e sociali](#)

**Reference:** Scaduto, G. (2022). Gli algoritmi di computer vision: una guida all'uso per le scienze politiche e sociali. *Polis*, 36(2), 315-332.

Automated techniques for image analysis represent a useful tool to broaden the frontiers of social research. The availability of commercial services relieves the researcher from the need to possess the technical and computational skills necessary to develop an algorithm autonomously, greatly expanding the audience of possible users. The following contribution aims to provide to the researchers the tools to understand the different characteristics of the main commercial services available as an instrument of research, while also offering a guide to use them and showing how previous studies have employed the new technique.

## HONOURS AND AWARDS

[ 01/06/2024 ] **Best paper from a Junior Researcher 2023 Awarding institution:** Associazione Italiana di Comunicazione Politica (ASSOCOMPOL)

Awarded by the Italian Political Communication Association (ASSOCOMPOL) for the best paper presented in the 2023 conference. The prize refers to "Food for (political) thought: investigating factors and behaviors associated with political inferences from apolitical cues in Italy" (with F. Negri)

**Link:** <https://www.comp.pol.it/news/best-paper-junior-researcher-2023/>

**Scholarship - Excellence Project CPS a.a. 2021/2022 Awarding institution:** Department of Culture, Politics, and Society - University of Turin

This scholarship is aimed at exploring a research field chosen by the student with the end of producing a literature review and developing the tools to start independent research inside the field. My research is about the alignment between political ideology and extra-political preferences, the so-called "Lifestyle Politics".

[ 08/12/2021 ] **Scholarship - Collegio Einaudi 2021 Awarding institution:** Renato Einaudi University College - Turin

This scholarship, financed by the Fondazione Collegio Universitario di Torino Renato Einaudi, was granted because of my academic results in the academic year 2018/2019.

[ 08/12/2019 ] **Scholarship - Collegio Einaudi 2019 Awarding institution:** Renato Einaudi University College - Turin

This scholarship, financed by the Bank of Italy through Fondazione Collegio Universitario di Torino Renato Einaudi, was granted because of my academic results in the academic year 2018/2019.

## DIGITAL SKILLS

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### My Digital Skills

Python | LaTeX | Microsoft Office: proficient user of Word, Excel and Powerpoint | R | C | SQL | HTML | CSS

## SOCIAL AND POLITICAL ACTIVITIES

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[ 30/09/2020 – Current ] **Director of Communications Giovani Democratici Torino** Turin

- Social media management.
- Planning of political marketing campaigns.
- Managing relationships with local media.
- Copywriting.
- Graphical design (Canva).
- Coordinating a 16 people team for producing and spreading content on social media, podcasts, blogposts and newsletters.
- Strategic planning of electoral campaigns: production of socio-demographics analysis, target definition, crafting of campaign messages, graphics (Turin, District 1 and 5).

## DRIVING LICENCE

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**Cars:** B

## CONFERENCES AND SEMINARS

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[ 31/10/2024 – 01/11/2024 ] **First MethodsNET Conference** Louvain-La-Neuve, Belgium

Presented the following upcoming academic research:

- Scaduto, G., Negri, F., Decadri, S. A Visual Conjoint Experiment on Ideological Inferences from Politicians' Instagram Profiles.

**Link:** <https://methodsnet.org/conference/first-methodsnet-conference/>

[ 24/10/2024 ] **2024 Workshop Survey Experiments in the Social Sciences** Amsterdam, The Netherlands

Presented the following academic research:

- Scaduto, G., Negri, F., Decadri, S.: Political Inferences in the Wild: Inferring Politicians' Ideology from Apolitical Cues with Explicit Political Information. A visual conjoint approach.

[ 17/10/2024 – 18/10/2024 ] **10th conference of the International Journal of Press/Politics** Edinburgh, United Kingdom



Presented the following academic research:

- Scaduto, G., Negri, F., Mancosu, M., Decardi, S. Emotional Inconsistency in Online Political Communication: A Comparative Study of Text and Imagery by European Party Leaders on Instagram.

**Link:** <https://cristianvaccari.com/2024/04/04/call-for-papers-for-the-10th-annual-conference-of-the-international-journal-of-press-politics-university-of-edinburgh-uk-17-18-october-2024/>

[ 12/09/2024 – 14/09/2024 ] **2024 Conference of the Italian Political Science Society (SISP)** Trieste, Italy

Presented the following academic research:

- Scaduto, G. Politicultural Linking: Inferences between Political and Apolitical Traits.
- Decadri, S., Mancosu, M., Negri, F., Scaduto G. A Comparative Study of Populist and Mainstream Politicians' visual and textual communication on Instagram. Chaired the following panels: Survey Experiments in Political Science (I), Survey Experiments in Political Science (II).

**Link:** <https://www.sisp.it/en/conference2024>

[ 30/05/2024 – 01/06/2024 ] **2024 Conference of the Italian Political Communication Association (ASSOCOMPOL)** Catania, Italy

Presented the following academic research:

- Negri, F., Scaduto, G. The Pundit Paradox: Exploring the Mismatch between Supply and Demand in Italian Political Talk Show Guests.

During this conference I was also awarded the prize for "Best Paper by a Junior Researcher 2023".

**Link:** <https://www.compil.it/eventi/convegno/convegno-2024/>

[ 02/05/2024 – 04/05/2024 ] **2024 CompText Conference (COMPTXT)** Amsterdam, The Netherlands

I presented the following academic research:

- Scaduto, G.\*, Decadri, S., Mancosu, M., Negri, F. Analyzing Visual Communication Strategies: A Comparative Study of Populist and Mainstream Political Parties on Instagram Across 28 European Countries (2019-2021)

**Link:** <https://www.comptextconference.org/6th-annual-comptext-conference-2024/>

[ 14/09/2023 – 16/09/2023 ] **2023 Conference of the Italian Political Science Society (SISP)** Genova, Italy

I presented the following academic research:

- Scaduto, G., Negri, F. Food for (political) thought: exploring the factors associated with making political inferences from apolitical cues in Italy.
- Mancosu, M., Scaduto, G.\* Crowds and smiles: Visual opportunity structures and the communication of European political leaders during the Covid-19 pandemic

Moreover, I also took part in the workshop on text analysis for political science (held by Dr. Silvia Decadri)

**Link:** [https://www.sisp.it/convegno-2023#:~:text=Il Convegno si terrà a,Meridiana%2C Salita San Francesco 4.](https://www.sisp.it/convegno-2023#:~:text=Il%20Convegno%20si%20terr%C3%A0%20a%20Genova%20il%2014%20e%2015%20settembre%202023,Salita San Francesco 4.)

[ 04/09/2023 – 08/09/2023 ] **2023 Conference of the European Consortium for Political Research (ECPR)** Prague, Czech Republic



I presented the following academic research:

- Scaduto, G., Negri, F. Food for (political) thought: exploring the factors associated with making political inferences from apolitical cues in Italy

**Link:** <https://ecpr.eu/Events/214>

[ 08/06/2024 – 10/06/2024 ]

## **2023 Conference of the Italian Political Communication Association (ASSOCOMPOL)**

Turin, Italy

Presented the following academic work:

- Scaduto, G., Negri, F. Food for (political) thought: exploring the factors associated with making political inferences from apolitical cues in Italy.

**Link:** <https://www.compol.it/eventi/convegno/convegno-2023/>

## **MANAGEMENT AND LEADERSHIP SKILLS**

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### **Project Management**

- Managed a 4 country data collection (worth more than 20.000 euros) in Italy, France, Czech Republic, and Sweden during my activity as research collaborator for the VIPOP project at the University of Milan-Bicocca.
- I was also the main point of contact between the survey company (CINT) and the research team during the whole duration of the data collection.
- The data collection was successfully completed and sprung original academic research, currently in the course of being published.

### **Thesis supervisor**

Co-supervised the thesis of a bachelor student in the Bachelor of Organization Science at the University of Milan Bicocca. The student graduated cum laude.

## **PROJECTS**

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[ Current ]

### **Personal website**

Built my own professional website (<https://gaetanoscaduto.quarto.pub/home/>), using the R programming language and Quarto.

**Link:** <https://gaetanoscaduto.quarto.pub/home/>

[ Current ]

### **Shiny App development**

Developing Shiny Apps for disseminating research in an interactive fashion.

Here are a few examples:

- <https://gaetanoscaduto.shinyapps.io/risposteaperte/> (linked to the research described here <https://theloop.ecpr.eu/what-your-menu-choice-says-about-your-politics/>)
- <https://gaetanoscaduto.shinyapps.io/talkshows/> (linked to the research described here <https://www.rivisteweb.it/doi/10.3270/115244>)

[ Current ]

### **Media Outreach**

- Participating in media outreach activities disseminating scientific research to a broader audience
- Radio:
  - [Buongiorno InBlu 25/10/2024, Radio InBlu 2000](#)

- Web:

- [“Ze zijn niet zoals wij”](#): hoe kiezers kijken naar andere kiezers’ (with Tsoulou-Malakoudi, A. & Goovaerts, I., in Dutch). Samenleving & Politiek. December 2024.
- [“Dimmi cosa mangi e ti dirò che partito voti”](#) (with Negri F., in Italian). LaVoce.info. October 2024.
- [“What your menu choice says about your politics”](#) (with Negri F.). The Loop. October 2024.